

# WEBINAR

## Intellectual property enforcement - what EU lawyers need to know

18 MARCH, 2024, 09:30 - 12:30 CET

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#TRAVAR *Training of Lawyers in various areas of EU Law*



09:30 - 09:45

### Opening remarks

Pierre-Dominique Schupp, CCBE President  
Patricia García-Escudero, Director, Observatory, EUIPO



09:45 - 10:05



### Why IP and IP enforcement are important for your client

Plamen Ivanov, Observatory, EUIPO

- Introduction to intellectual property (IP) and IP enforcement
- The benefits of IP protection for businesses
- The negative effects of IP infringement

10:05 - 10:55



### Types of IP rights and their protection from an enforcement perspective

Erling Vestergaard, Observatory, EUIPO

- Various types of IP rights and other IP protection measures
- Requirements and geographical scope. How to obtain protection

*Coffee break 15 minutes*

11:10 - 11:50



### Practical case studies: 1) Your client as a claimant 2) Your client as a defendant

María del Mar Baldares del Barco, Observatory, EUIPO

- Discussing scenarios
- Advising on the appropriate actions required

11:50 - 12:10



### IP and new technologies: practical tips to advise clients

Benjamin Winsner, Observatory, EUIPO

- Social media, e-commerce platform, mobile apps, generative AI, metaverse

12:10 - 12:20



### Brochure: "IP Enforcement for generalist lawyers in the EU"

Yasen Gyurov, Observatory, EUIPO

12:20 - 12:30

### Closing remarks and next steps

Anastasia Leonardi, lawyer, Sol Muntañola law firm, Barcelona, Spain



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